

Subject: Fwd: RELEASE: MAYOR GARCETTI ANNOUNCES NOMINATION OF NEW PLANNING DIRECTOR

From: Donald Duckworth <duckworth.donald@gmail.com>

Date: 01/04/2016 03:43 PM

To: John Ruhlen <jruhlen916@aol.com>, Miki Payne2 <miki@hbdrollinger.com>

This is FYI only. Please don't respond to any listed addressees.

----- Forwarded message -----

From: "Bud Ovrom" <bud.ovrom@lacity.org>

Date: Jan 4, 2016 3:38 PM

Subject: Fwd: RELEASE: MAYOR GARCETTI ANNOUNCES NOMINATION OF NEW PLANNING DIRECTOR

To: "Vince P. Bertoni" <vbertoni@cityofpasadena.net>

Cc: "Mark Scott" <MScott@burbankca.gov>, "James Starbird"

<jestarbird@gmail.com>, "Donald Duckworth"

<duckworth.donald@gmail.com>, "Gail Goldberg" <Gail.Goldberg@uli.org>,

"Rick Cole" <Rick.Cole@smgov.net>, "Michael Beck"

<mbeck@cityofpasadena.net>, "Scott Ochoa" <sochoa@ci.glendale.ca.us>,

"Shelley Ovrom" <sovrom@beverlyhills.org>, "Tom Fields"

<tom.fields@lacity.org>, "Diana Mangioglu" <diana.mangioglu@lacity.org>

Vince

I could not possibly be more happy and excited about this announcement!!

Of course, you need your head examined, but this is great for the city - the return of real planning to the planning department.

You will never again have to pay for your lunch when we are out together!! A lifetime free ride (my lifetime).

Bud

Sent from my iPhone.

Begin forwarded message:

From: Cristine Villorante <cris.villorante@lacity.org>

Date: January 4, 2016 at 2:13:05 PM PST

To: Bud Ovrom <bud.ovrom@lacity.org>, Donna Jean Irving <donna.irving@lacity.org>, Kim Nakashima <kim.nakashima@lacity.org>, Adria Ybarra <adria.ybarra@lacity.org>

Subject: Fwd: RELEASE: MAYOR GARCETTI ANNOUNCES NOMINATION OF NEW PLANNING DIRECTOR

Mr. Ovrom,
This is your friend!

----- Forwarded message -----

From: **Mayor News** <lamayornews@lacity.org>

Date: Mon, Jan 4, 2016 at 2:08 PM

Subject: RELEASE: MAYOR GARCETTI ANNOUNCES NOMINATION OF NEW
PLANNING DIRECTOR

To:

**MAYOR ERIC GARCETTI
CITY OF LOS ANGELES**

SOCIAL MEDIA CHANNELS

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FOR IMMEDIATE RELEASE

January 4, 2016

CONTACT: Communications Office, [213-978-0741](tel:213-978-0741)

**MAYOR GARCETTI ANNOUNCES NOMINATION OF NEW PLANNING
DIRECTOR**

*Incoming Department Head Brings Decades of Planning Experience from
Across Southern California.*

Los Angeles -- Mayor Eric Garcetti today announced the nomination of Pasadena Planning Director Vince Bertoni as the new head of the Los Angeles Department of City Planning (LADCP). Bertoni comes to the Department with more than 25 years of planning experience – including a previous stint at LADCP.

“As we work together to shape the future of the Los Angeles cityscape, we need an expert at the helm who brings both fresh ideas and an intricate understanding of our city’s complex planning process,” said Mayor Garcetti. “Vince Bertoni’s experience both here in Los Angeles and across the region will add tremendous value to our City’s planning efforts. He is a professional who leads by collaborating and consensus-building – skills that will help him balance the diverse needs of our communities, and facilitate real progress in the ongoing conversation about development in this city.”

Bertoni has served for five years as the City of Pasadena’s Planning and

Community Development Director. During that time, he successfully managed Pasadena's city planning program through a General Plan update, a comprehensive visioning process that happens just once every 20 years.

Before joining the City of Pasadena, Bertoni served as Deputy Planning Director in Los Angeles, where he oversaw the adoption of 16 historic preservation overlay zones, new guidelines for the Broadway Historic District, a bicycle master plan and a Hollywood community plan.

Bertoni also has held lead planning posts in the cities of Beverly Hills, Santa Clarita and Malibu, and he serves as a member of the California Planning Roundtable.

In his new position, Bertoni will lead the maintenance and execution of Los Angeles' General Plan -- the comprehensive framework guiding development and infrastructural growth across the City. He will play a crucial role in helping to facilitate smart infrastructural growth, while also working to protect the character of Los Angeles' neighborhoods.

"I am honored to lead this department and its talented staff at such an important moment in its history," Bertoni said. "I look forward to working with stakeholders across the City to strengthen our neighborhoods and build a prosperous future for Los Angeles."

Bertoni succeeds outgoing Planning Director Michael LoGrande, who is leaving the position after more than 18 years of service to the Department, including six as its head. During his time there, LoGrande helped successfully approve more than 50,000 residential units in Los Angeles and more than 20 mixed-use projects. He also launched a comprehensive rewrite of the City's 1946 zoning code. Under LoGrande's leadership, the City of Los Angeles adopted its first Mobility Plan 2035, multiple Community Plans and Transit Oriented Development Plans across the City.

"I have enjoyed the opportunity to serve the citizens of Los Angeles in this important role while accomplishing the goals the Mayor and I had established. I have had the privilege to work alongside the dedicated Planning staff to guide the transformative growth we have seen in Los Angeles, while protecting the character of our neighborhoods," LoGrande said. "I am proud to hand the reins to someone with as much experience and knowledge as Vince. I have no doubt he will continue the positive momentum right where we left off."

Bertoni's nomination for General Manager of LADCP will now move to the City Council for confirmation.

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Best Regards,
Cris Villorante, Exec. Admin. Asst.
L.A. Dept. of Convention & Tourism Development (CTD)
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